

SEP -8 1926 ✓

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NEW BROOMS ✓

Photoplay in 6 reels ✓

From the play by Frank Craven ✓

Screen Play by Clara Beranger ✓

Directed by William de Mille ✓

Author of the photoplay (under section 62)  
Famous Players Lasky Corporation of U.S. ✓

Washington, D. C.

SEP -8 1926

Register of Copyrights  
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following  
named motion picture films deposited by me for registration of  
copyright in the name of Famous Players Lasky Corporation

New Brooms - 6 reels

Respectfully,

FULTON BRYLAWSKI.

The Famous Players Lasky Corporation  
hereby acknowledge the receipt of two copies each of the  
motion picture films deposited and registered in the Copyright  
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
New Brooms	9-7-26	©CIL 23080

The return of the above copies was requested by the said  
Company, by its agent and attorney on the 7th day of  
Sept. 1926 and the said Fulton Brylawski for himself, and as  
the duly authorized agent and attorney of the said Company,  
hereby acknowledges the delivery to him of said copies, and  
the receipt thereof.

*Fulton Brylawski*

SEP 10 1926





Special 3' x 10' Colored Banner

## A William de Mille Comedy of the American Home

### Story in Brief

**T**HOMAS Bates, Jr., is a peppy, unthinking boy, just returned from college with a lot of young ideas. He disregards completely the fact that his father has been building up his business in order that his son can go into partnership with him. He tells Florence Levering, the mercenary girl to whom he is engaged, that his dad would be a great success if he had the 'glad hand' out and wasn't so cross all the time.

Father overhears this and, becoming enraged, offers the entire broom factory to the boy to run as he sees fit for a year. So Tom takes his "Keep Smiling" sign along with him and is introduced to the men in the factory. Kneeland, the manager, is terribly upset, but father quiets him down by saying, "this may ruin the business, but it may make a man out of my boy."

In the meantime Geraldine Marsh, the daughter of an old friend of the family, comes to the house. Her father has just died and she appeals for help. Young Bates offers her the position of housekeeper.

### The Cast

Geraldine Marsh	...A very fine, sensible and attractive young girl whose father was a school chum of Tom's father. She and Tom fall in love, it is not a peaceful courtship.	.....Bessie Love
Florence Levering	...Tom's fiancée, a pretty girl but inclined to flirt; she likes money and a gay life. She is not deeply in love with Tom and he finally sees her as she is.	.....Phyllis Haver
Thomas Bates, Sr.	...A middle-aged manufacturer of brooms. He is fair, square and honest, but often irritable, grouchy and sarcastic and no one seems able to see that his "bark" is worse than his bite.	.....Robert McWade
Williams	...The tactful, middle-aged butler in the Bates household. He is the only one who can get along more or less peacefully with the old gent.	.....Fred Walton
Margaret	...The hot-tempered housekeeper who leaves the Bates home.	.....Josephine Crowell
George Morrow	...A lively and persistent promoter of oil stock, but the stock is good.	.....Larry Steers
Kneeland	...The manager of the broom factory who understands his boss and likes him.	.....James Neill

Florence Levering breaks her engagement to Tom and marries another man. Tom falls in love with Geraldine, though he is firmly convinced that she loves his father. He becomes jealous and tells them to leave the house.

This amuses the old gent as he realizes that Tom is really in love with Geraldine. They leave, and then at the end of the trial year a beautiful reconciliation is made between father and son. The boy acknowledges that he is a flop and asks his dad to help him.

Then the girl comes into the room as Bates, Sr., leaves, and while he doesn't say 'God bless you, my children,' there is that feeling in the air.

Tom apologizes to Geraldine for having been such an idiot and then says, "Are you married to dad?" She says "No," and then the pair of them start to laugh uproariously which is the fade out.

With  
**BESSIE LOVE**  
**NEIL HAMILTON**  
**PHYLLIS HAVER**

From the Stage Success  
by Frank Craven

Screen Play by Clara  
Beranger

**T**HE outstanding success for any director is the goal for which he shoots. William de Mille's successes have been based on the type of stories that require the utmost in careful casting and the expert and careful preparation of dramatic values.

It is therefore good news to exhibitors and the picture public that he has in "New Brooms" a story that bids fair to excel in comedy values, in dramatic action and in real motion.

"New Brooms," the American comedy by Frank Craven, author of "The First Year," was an outstanding stage success in New York. It has in it all the elements of human appeal that make it an important and outstanding event of the screen year.

Entertaining, amusing, appealing, it is ideal screen material.

New Brooms sweep clean. "New Brooms" is going to sweep the country as one of the finest human action-comedies of this or any season.

You'll thank your stars you didn't overlook this one!

Bessie Love, Neil Hamilton and Phyllis Haver are featured in the leading roles of the production, which was written for the screen by Clara Beranger.



BESSIE LOVE  
IN THE PARAMOUNT PICTURE  
"NEW BROOMS"  
Production Mat 1PB

### AN IDEA OF WHAT IT IS ALL ABOUT

Big Scenes, Cameraman, Type of Story,  
Footage, Scenarist, etc.

**N**EW Brooms" is a typical American comedy woven with a great deal of charm around the sort of family we are all familiar with — a comedy centering about an upstart son, his father, a successful manufacturer of brooms, and their housekeeper. The father turns his entire business over to his son who tries to run it as he, being just out of college, feels a business should be run while father takes it easy.

Rest from work and responsibility causes the father to grow genial and younger, while the son becomes more grouchy than the father ever was as business problems confront him and people take advantage of his smiles and generosity.

At the end of the trial year the boy ruefully admits he is not a success and humbly accepts the offered help of his father. Interwoven into the plot are two interesting love stories.

William de Mille has done again the subtle thing which he excels in—that is, to play with characterization rather than to portray a deeply involved plot. In "New Brooms" he has taken four persons and made them live for us in such a way that we all have the feeling that we know someone just like these characters.

There is comedy—hand in hand with great pathos. There is a beautiful love story—a story of a father's love for his son which might be summed up in a line from the picture, "This may ruin the business, but it may make my boy."

### The Players

Neil Hamilton, as theumptious son in the production, gives a splendid portrayal of the college boy of today. Bessie Love, whom Hamilton makes his housekeeper as his first kindly act after taking over the broom factory, is the sort of girl every father hopes his son will marry. Phyllis Haver is the vamp trouble-maker.

**The laughs:** Neil Hamilton okaying his own bills, which his father hands him, then later when the father does the same thing, when Neil shows him the bills he has been running up. There is a complete reversal of the action—the boy becomes all that the father was.

The father's absolute change of habits, looks, disposition. Hamilton trying to make his "Keep Smiling" sign his symbol for good humor in the factory. Then one day he tosses it into the wastebasket.

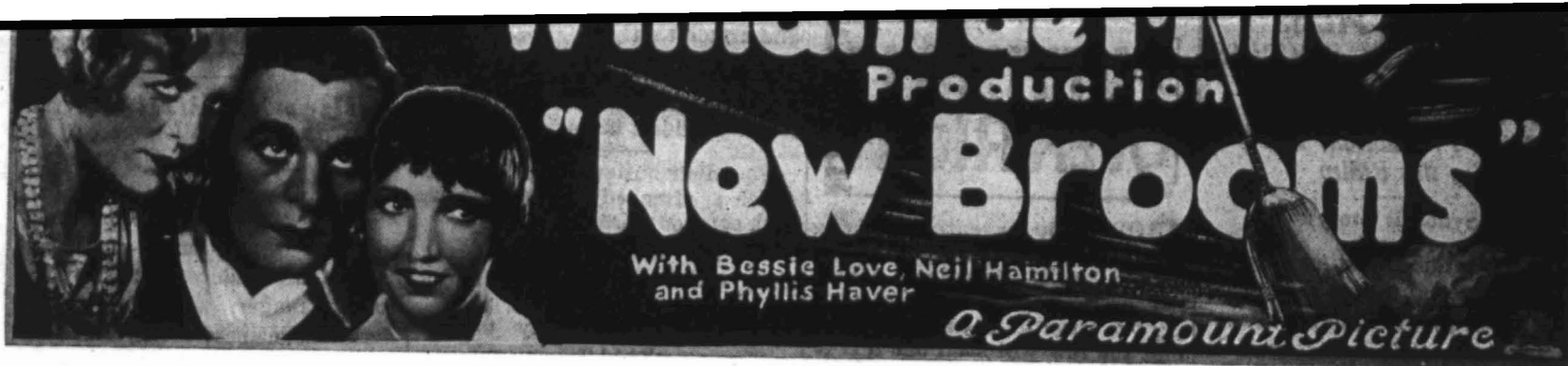
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There's real heart-interest in the scene where Neil admits he's a "flop" as a business executive and his father makes him feel, right there, his great love for him with "What of it? You can try again. One flop doesn't mean failure."

William de Mille has pitched this in a higher and clearer key than any of his previous productions. It sparkles with humor and wit and will send audiences home with a glow, with a feeling that life is rather an agreeable thing after all and that we are all the only ones who upset it any way.

L. Guy Wilky, who "shot" "The Trouble With Wives," photographed the picture which is 6 reels 5,443 feet long.





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Father overhears this and, becoming enraged, offers the entire broom factory to the boy to run as he sees fit for a year. So Tom takes his "Keep Smiling" sign along with him and is introduced to the men in the factory. Kneeland, the manager, is terribly upset, but father quiets him down by saying, "this may ruin the business, but it may make a man out of my boy."

In the meantime Geraldine Marsh, the daughter of an old friend of the family, comes to the house. Her father has just died and she appeals for help. Young Bates offers her the position of housekeeper.

## The Cast

Thomas Bates	Skable, care-free, sunny-natured young man just out of college. He has very idealistic theories about running a business and he feels very sure they are more valuable than the 40 years' experience of his father.	Neil Hamilton
Geraldine Marsh	A very fine, sensible and attractive young girl whose father was a school chum of Tom's father. She and Tom fall in love. It is not a peaceful courtship.	Bessie Love
Florence Levering	Tom's fiancée, a pretty girl but inclined to flirt; she likes money and a gay life. She is not deeply in love with Tom and he finally sees her as she is.	Phyllis Haver
Thomas Bates, Sr.	A middle-aged manufacturer of brooms. He is fair, square and honest, but often irritable, grouchy and sarcastic and no one seems able to see that his "bark is worse than his bite."	Robert McWade
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# "New Brooms" Sweep Clean — at the Box Office

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# Ideas for Exploitation, Synopsis Stories

## PARAMOUNT FILMS BROADWAY SUCCESS

"New Brooms", a William de Mille Production, Due at the Rialto

(Synopsis Story)

THE inevitable friction between father and son is the theme of William de Mille's newest Paramount picture, "New Brooms." It is the unfolding and growth of a boy to the realization that, after all, he doesn't know as much as his father does.

Neil Hamilton plays the modern boy of today with a charm that holds the interest throughout the story. Even when he goes so far as to tell his father that he is all wrong in the way he manages his business, Hamilton has the sympathy rather than Robert McWade, the tired, grouchy father. He blows up in a violent fit of rage at this and is exasperated beyond endurance. The result is that he offers to turn over his business to his son for a trial year—they will see how his assinine theories will work when put into practice.

### Takes Hold

Neil cheerfully accepts the offer, and the rest of the picture concerns his unsuccessful efforts to make good. Soon Neil's temper is much worse than his father's ever was, and McWade, with all business cares lifted from his shoulders, is doing what Dr. Coue suggests: he is growing young every day.

Bessie Love has been installed in the home as house-keeper—one of the new boss's first kind acts. Phyllis Haver, Neil's mercenary little fiancée, who is his father's ward and who lives at the Bates home with them all, has a violent quarrel with Hamilton. He then becomes terribly jealous of the friendship between Bessie Love and his father.

Strikes threaten the broom factory; Neil has a bad cold, he quarrels with everyone. Miss Haver breaks her engagement to Neil, then follows a bitter quarrel between Neil and his father.

So the old gent and Bessie leave the house for the remainder of the trial year.

Bessie Love goes to a business college during this period. When the end of the year comes the father returns, bringing Bessie with him.

### Admits Failure

Neil admits to his father that he has been a complete failure, and when his father offers to teach him the ways of business, just as years ago he taught him to walk, Neil gratefully admits that he has something to learn.

There is a romantic ending which gives one the feeling that after all...life can be the thing we make it.

William de Mille has given many new flashes of his deft touch in the treatment of this picture and there is a new vigorous feel to it. Clara Beranger wrote the continuity from the popular stage play, which Franch Craven wrote and produced.

## PUTTING IT OVER RIGHT

FOR lobby or entrance, hang nine new brooms, using the kiddies size if necessary. Attach to each broom a square card bearing one large letter of the title, so that the row will spell out **NEW BROOMS**.

Tie up as many department and hardware store windows as possible with new broom displays. Also, newspaper tie-up ads.

Great chance for an amusing and effective street ballyhoo. Get enough men who are out of employment so that you can have one man for each letter in **NEW BROOMS**—that's 9—one for each letter in the name of your theatre—for instance 6 for Rialto—and three for the word **Now**. It is advisable to rent some kind of a costume for them, such as a white suit. Provide each with a new broom. Attach to each broom (up side down, on the broom part) one letter. So, when they line up along the street, and hold the brooms UP, they will spell out **NEW BROOMS**—**RIALTO**—**NOW**. These men could collect a large crowd at different corners and excite much interest by unduly prolonging their proper formation, then after spelling out the message, walking to another location in military formation. A banner could also be carried reading **NEW BROOMS at the RIALTO, a CLEAN SWEEP**. The men

though they were cleaning the streets.

Newspaper teaser ads:—  
**NEW BROOMS sweep clean.**  
**NEW BROOMS aren't all in the stores—you'll be surprised.**

Old brooms are sometimes ineffective—but **NEW BROOMS** is laugh provocative!

**NEW BROOMS**  
Entertaining  
Wm. DeMille's  
Best comedy.  
Realistic—  
Oh how funny, for  
Old and young  
Millions say—  
**SOME PICTURE!**

Construct a huge broom for your lobby and then cut out the

title in colored cardboard or cloth and attach to it.

Contest:—**How Many Straws in This Broom?** Prizes in theatre tickets, kiddies brooms, etc.

For distribution—a card to which is attached a broom straw, with copy on this order—

### STRAWS

show which way the wind blows but this week it's blowing everybody to the **RIALTO**

to see the great comedy of the American home:

### NEW BROOMS

### Other Ideas

Big broom sales—**CLEAN-UP WEEK**—Brooms and tickets at combination price. Also whisk brooms.

Distribute toy brooms. Broom bags.

Teams of boys sweeping for housewives.

Tie-up with Boy Scouts on **CLEAN-UP WEEK**.

See list of Paramount exploiters bottom of this page. Get in touch with the man assigned your territory and make a **CLEAN SWEEP** of **NEW BROOMS** at the box office.

## "New Brooms" Newest Wm. de Mille Picture

Whose fault is it when a breach comes between a father and a son?

In "New Brooms," the comedy which Clara Beranger adapted to the screen for William de Mille's latest Paramount production, this question is solved.

The fact that it takes a year

for the son to realize his mistakes and his faculty for sheer ingratitude makes no difference to his father. The windup is when the boy capitulates and acknowledges that he has much to learn and that he has been an idiotic smart alec. A happy reconciliation is made and the right man gets the 'one girl in the world' and they all live happily ever after.

The featured players are Bessie Love, Neil Hamilton, and Phyllis Haver.

"New Brooms," the story of a young fellow, just out of college, whose father turns over to him a broom factory to run for a year as he sees fit, comes to the... Theatre for a run of... days on... next. Others in the big cast include Robert McWade, Fred Walton, Josephine Crowell, Larry Steers and James Neill.

## SMART COMEDY OF THE AMERICAN HOME

William de Mille's New Brooms" Film Version of Broadway Hit

THIS may ruin the business, but it may make my boy," Robert McWade said to his factory manager, when he turned over his business to his son, Neil Hamilton, for a trial year.

This is one of the many interesting situations in "New Brooms," a William de Mille production for Paramount, coming to the... on... It is the simple story of a father trying to teach his son the fundamentals of life.

Hamilton, as the son, has graduated from college and returned home filled with a set of brand new, untried ideas about everything. He is young, carefree, optimistic, and a firm and voluble believer in the glad hand, the kind word, the ever-open pocketbook.

He is engaged at the opening of the picture to Phyllis Haver. She is a mercenary little piece of femininity. She misconstrues the love between Bessie Love, the little housekeeper, and Robert McWade, the father. This makes Neil terribly unhappy and upset. He quarrels with Phyllis, who immediately breaks off the engagement and marries another man.

There follows a sequence of events which hold the intense interest of everyone to the dramatic and lovable end. There are scenes between the father and the son which are the most

delicately humorous scenes ever made by Mr. de Mille. But they are etched on one's memory because of the pathos, the homey touches of a father, who has this great love for his boy, yet cannot tell him or be close to him.

Frank Craven wrote the play and Clara Beranger adapted it to the screen, retaining all of the lovable human touches, which made this such a great stage success.

## "New Brooms" Father And Son "Love Story"

There are loves between men and women; there is the love between a mother and her daughter, there is the love of the mother for her son; but some way when father has a deep sensitive love for 'his boy,' a different element has come into life.

It is a love one cannot know very well because men hide this feeling. They become shy, and because of this shyness it is apt to put a barrier between them and the ones they love the most.

"New Brooms," my new picture," says William de Mille, "is the story of such a love, of that of a father for his boy. I was very interested in making this into a motion picture. It has that element which Barrie calls 'That damned charm.'"

Bessie Love, Neil Hamilton and Phyllis Haver are the featured players in the picture due on... at the

## PARAMOUNT EXPLOITEERS

HERE are the trained showmen assigned each Paramount exchange exclusively for the purpose of helping you put your pictures over. Get in touch with your exploiteer:

BALSY, LEE D.	265 South Front Street.	Memphis, Tenn.
BIRCH, AL G.	1625 Court Place.	Denver, Colo.
CALLAHAN, JOHN	331 W. 44th St.	New York, N. Y.
		(for New Haven territory)
CORCORAN, EDWARD F.	119 Seventh St.	Milwaukee, Wis.
CUNNINGHAM, EARL	110-112 W. 18th St.	Kansas City, Mo.
DANZIGER, WILLIAM	Pioneer & Broadway	Cincinnati, O.
DUNHAM, CURTIS	300 S. Jefferson St.	Dallas, Tex.
EAGLES, HARRY C.	2017 Third Avenue	Seattle, Wash.
FRANKLIN, KENTON	514 West Grand Ave.	Oklahoma City, Okla.
GAMBRILL, GEORGE	3721 Washington Blvd.	St. Louis, Mo.
GEYER, ERNEST	110-112 Walton St.	Atlanta, Ga.
HAAS, J. A.	444 Gilean St.	Portland, Ore.
HELLMAN, JACK	1100 First Avenue N.	Minneapolis, Minn.
KANTNER, OSCAR	201 Golden Gate Ave.	San Francisco, Cal.
LUNDY, JAMES F.	111-113 So. Monroe St.	Peoria, Ill.
MCDEVILLE, JOHN P.	8 Shawmut St.	Boston, Mass.
		(and Portland Me.)
MENDELSON, WILLIAM	1219 Vine St.	Philadelphia, Pa.
MCINERNEY, JOHN E.	111 Bond St.	Toronto, Ont.
		(and Montreal, Can.)
MOON, RUSSELL B.	1327 S. Wabash Ave.	Chicago, Ill.
PICKERING, HAROLD W.	133 E 2nd South St.	Salt Lake City, Utah
PUTNAM, LUTHER L.	501 Soledad Street	San Antonio, Tex.
RENAUD, KENNETH	2949 Cass Avenue	Detroit, Mich.
ROBERTSON, WILLIAM	1412 E. 1st St.	Minneapolis, Minn.



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**STRAWS**

show which way the wind blows but this week it's blowing everybody to the **RIALTO**

to see the great comedy of the American home:  
**NEW BROOMS**

**Other Ideas**

Big broom sales—**CLEAN-UP WEEK**—Brooms and tickets at combination price. Also whisk brooms.

Distribute toy brooms. Broom bags.

Teams of boys sweeping for housewives.

Tie-up with Boy Scouts on **CLEAN-UP WEEK**.

See list of Paramount exploiters bottom of this page. Get in touch with the man assigned your territory and make a **CLEAN SWEEP** of **NEW BROOMS** at the box office.

**"New Brooms" Newest**  
**Wm. de Mille Picture**

Whose fault is it when a breach comes between a father and a son?

In "New Brooms," the comedy which Clara Beranger adapted to the screen for William de Mille's latest Paramount production, this question is solved.

The fact that it takes a year

for the son to realize his mistakes and his faculty for sheer ingratitude makes no difference to his father. The windup is when the boy capitulates and acknowledges that he has much to learn and that he has been an idiotic smart Alec. A happy reconciliation is made and the right man gets the 'one girl in the world' and they all live happily ever after.

The featured players are Bessie Love, Neil Hamilton, and Phyllis Haver.

"New Brooms," the story of a young fellow, just out of college, whose father turns over to him a broom factory to run for a year as he sees fit, comes to the... Theatre for a run of... days on... next. Others in the big cast include Robert McWade, Fred Walton, Josephine Crowell, Larry Steers and James Neill.

**PARAMOUNT EXPLOITEERS**

**H**ERE are the trained showmen assigned each Paramount exchange exclusively for the purpose of helping you put your pictures over. Get in touch with your exploiteer:

BALSH, LEE D.	265 South Front Street.	Memphis, Tenn.
BIRCH, AL G.	1625 Court Place.	Denver, Colo.
CALLAHAN, JOHN	331 W. 44th St.	New York, N. Y.
	(for New Haven territory)	
CORCORAN, EDWARD F.	119 Seventh St.	Milwaukee, Wis.
CUNNINGHAM, EARL	110-112 W. 18th St.	Kansas City, Mo.
DANZIGER, WILLIAM	Pioneer & Broadway	Cincinnati, O.
DUNHAM, CURTIS	300 S. Jefferson St.	Dallas, Tex.
EAGLES, HARRY C.	2017 Third Avenue	Seattle, Wash.
FRANKLIN, KENTON	514 West Grand Ave.	Oklahoma City, Okla.
GAMBRILL, GEORGE	3721 Washington Blvd.	St. Louis, Mo.
GEYER, ERNEST	110-112 Walton St.	Atlanta, Ga.
HAAS, J. A.	444 Glisan St.	Portland, Ore.
HELLMAN, JACK	1100 First Avenue N.	Minneapolis, Minn.
KANTNER, OSCAR	201 Golden Gate Ave.	San Francisco, Cal.
LUNDY, JAMES F.	111-113 So. Monroe St.	Peoria, Ill.
MC CONVILLE, JOHN P.	8 Shawmut St.	Boston, Mass.
	(and Portland Me.)	
MENDELSON, WILLIAM	1219 Vine St.	Philadelphia, Pa.
McINERNEY, JOHN E.	111 Bond St.	Toronto, Ont.
	(and Montreal, Can.)	
MOON, RUSSELL B.	1327 S. Wabash Ave.	Chicago, Ill.
PICKERING, HAROLD W.	133 E 2nd South St.	Salt Lake City, Utah
PUNAM, LUTHER L.	501 Soledad Street	San Antonio, Tex.
RENAUD, KENNETH	2949 Cass Avenue	Detroit, Mich.
ROBSON, WILLIAM N.	1018 Forbes St.	Pittsburgh, Pa.
SWIFT, HARRY J.	924 S. Olive St.	Los Angeles, Cal.
WALL, EDWARD J.	1101 N. Capitol Ave.	Washington, D. C.
WATERSTREET, IRVIN A.	116 W. Michigan Ave.	Indianapolis, Ind.
WIEST, JAMES M.	110 North Lee St.	Jacksonville, Fla.
WILLIAMS, GEORGE E.	254 Franklin St.	Buffalo, N. Y.
ZELTNER, IRWIN	1563 E. 21st St.	Cleveland, Ohio

**William de Mille's New Brooms" Film Version of Broadway Hit**

THIS may ruin the business, but it may make my boy," Robert McWade said to his factory manager, when he turned over his business to his son, Neil Hamilton, for a trial year.

This is one of the many interesting situations in "New Brooms," a William de Mille production for Paramount, coming to the... on... It is the simple story of a father trying to teach his son the fundamentals of life.

Hamilton, as the son, has graduated from college and returned home filled with a set of brand new, untried ideas about everything. He is young, carefree, optimistic, and a firm and voluble believer in the glad hand, the kind word, the ever-open pocketbook.

He is engaged at the opening of the picture to Phyllis Haver. She is a mercenary little piece of femininity. She misconstrues the love between Bessie Love, the little housekeeper, and Robert McWade, the father. This makes Neil terribly unhappy and upset. He quarrels with Phyllis, who immediately breaks off the engagement and marries another man.

There follows a sequence of events which hold the intense interest of everyone to the dramatic and lovable end. There are scenes between the father and the son which are the most

delicately humorous scenes ever made by Mr. de Mille. But they are etched on one's memory because of the pathos, the homey touches of a father, who has this great love for his boy, yet cannot tell him or be close to him.

Frank Craven wrote the play and Clara Beranger adapted it to the screen, retaining all of the lovable human touches, which made this such a great stage success.

**"New Brooms" Father**  
**And Son "Love Story"**

There are loves between men and women; there is the love between a mother and her daughter, there is the love of the mother for her son; but some way when father has a deep sensitive love for 'his boy,' a different element has come into life.

It is a love one cannot know very well because men hide this feeling. They become shy, and because of this shyness it is apt to put a barrier between them and the ones they love the most.

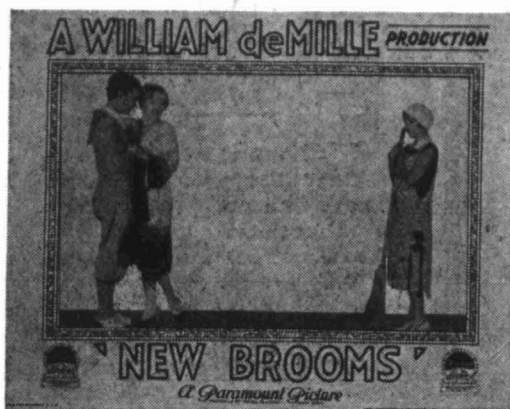
"'New Brooms,' my new picture," says William de Mille, "is the story of such a love, of that of a father for his boy. I was very interested in making this into a motion picture. It has that element which Barrie calls 'That damned charm.'"

Bessie Love, Neil Hamilton and Phyllis Haver are the featured players in the picture due on... at the...

Clara Beranger did the continuity for "New Brooms" from Frank Craven's stage play of the same name.



# Lobby, Insert and Window Cards, Slide



## LOBBY CARDS

Set of eight colored lobby cards—each 11" x 14".

Pep up your lobby and pull in the crowds.



Cover of 4 Page Colored Herald



Window Card



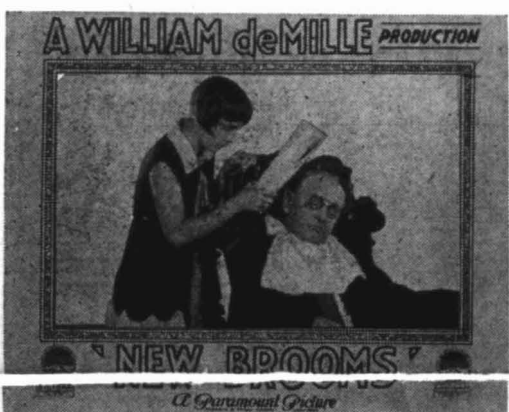




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Colored Insert Card



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Announcement Slide

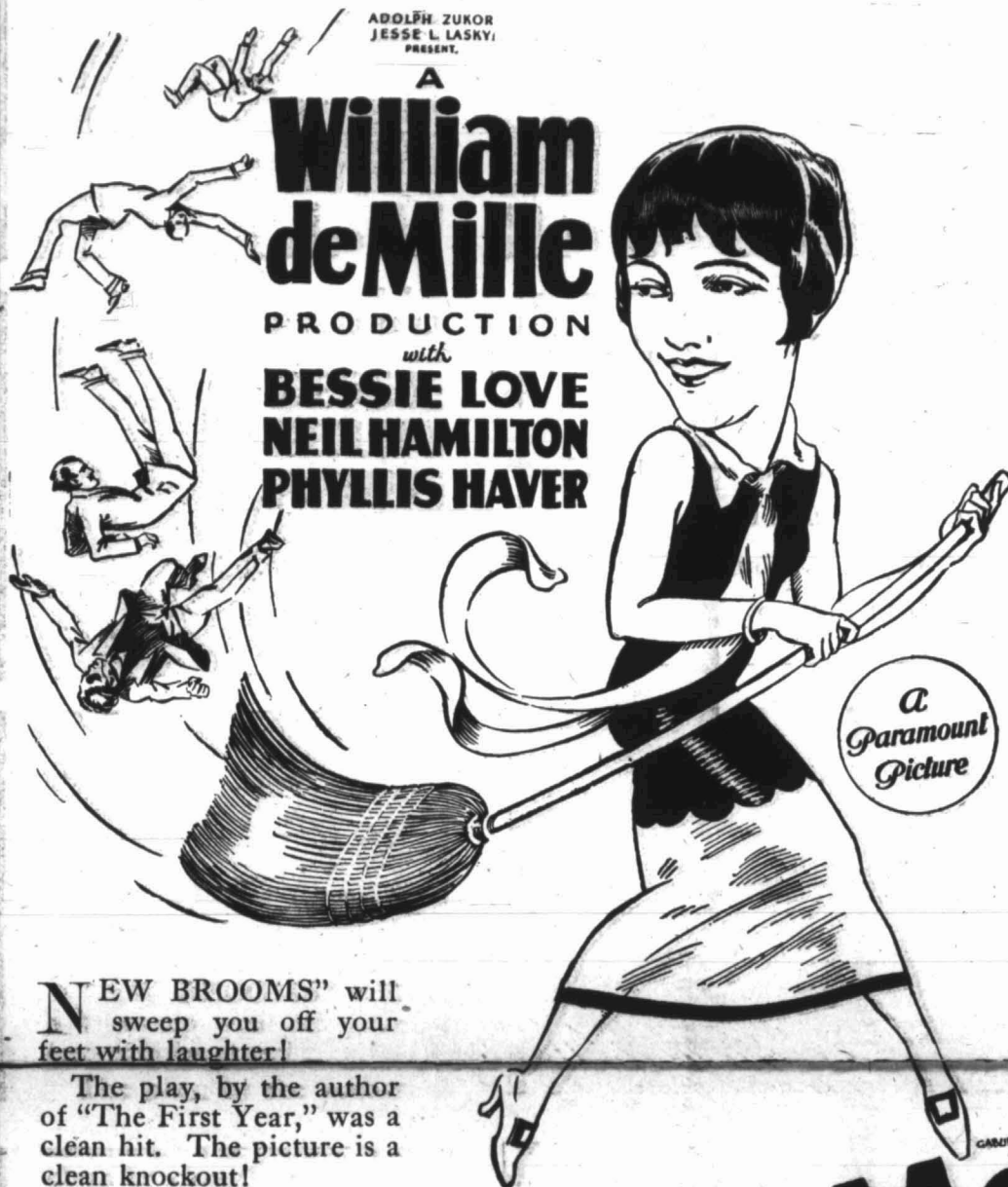


Colored Lobby Card (22" x 28")



# Fill that Space with a Paramount Ad!

## Clean-Up Time for Gloom



**N**EW BROOMS" will sweep you off your feet with laughter!

The play, by the author of "The First Year," was a clean hit. The picture is a clean knockout!

# "NEW BROOMS"

From the play by FRANK CRAVEN . . . . Screen play by CLARA BERANGER

Three-column Newspaper Advertisement 3A

## AD COPY

156,782 young men in America think they can run their father's business better than the old man can.

Come and see one of the boys try it!

He was dad to his son—and daddy to every pretty girl in town!

"New Brooms" will sweep out the old glooms with gales of clean laughter.

What is the correct place for a beautiful blonde in American business? See "New Brooms!"

The son took over the father's business and the father took over the son's girl and—!

Chloriforming the American Gloom!

How does the tired business man get rested? See "New Brooms."

Bring your specks and see "New Brooms."

From handle to whisk  
It's funny and brisk.

Do your Fall screaming now. You'll find "New Brooms" here!

See "New Brooms." Death on glooms!

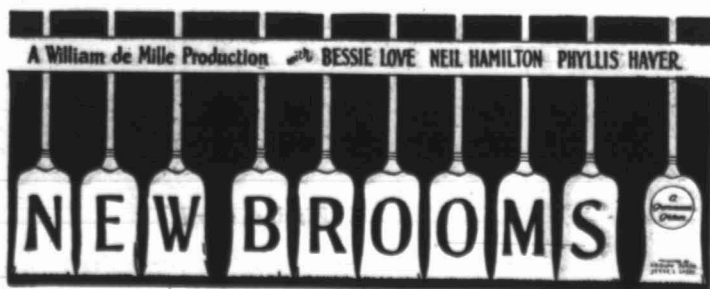
## Miniatures

The miniature is an actual snapshot about 2" x 3" in size and autographed. Backs blank for imprinting.

They are available on 28 Paramount players, including those featured in "New Brooms".

Great for merchant tie-ups, lucky number and other contests, programmes, etc.

Price to exhibitors is \$10.00 per 1,000, which expense can easily be met by merchants who tie in on it.



Two-column Supplementary Press Ad 2AS



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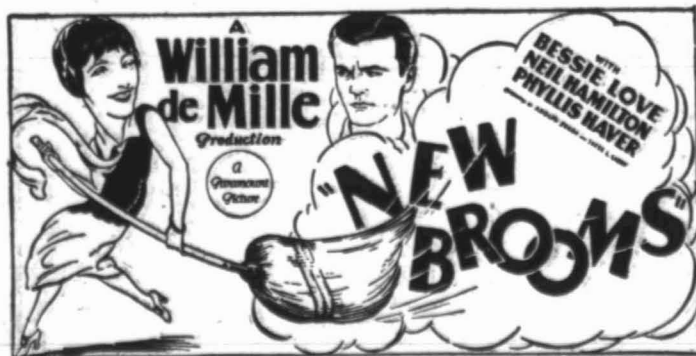
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Two-column Supplementary Press Ad 2AS



Two-column Supplementary Press Ad 2ASX



BESSIE LOVE AND NEIL HAMILTON IN WILLIAM DE MILLE'S PARAMOUNT PICTURE "NEW BROOMS"

Two-column Production Mat 2P



# Press Ads with Real Box-Office Appeal

## *A Clean Sweep of Laughs and Love*

THE father attended to the business affairs. The son attended to the love affairs.

And then they decided to reverse the system!

The result is a clean comedy hit!

From the Broadway play by FRANK CRAVEN.

Screen play by CLARA BERANGER

A  
**William  
de Mille**

Production

WITH

**BESSIE LOVE  
NEIL HAMILTON  
PHYLLIS HAVER**

PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY



A  
Paramount  
Picture

# "NEW BROOMS"

Four-column Newspaper Advertisement 4A



## TRAILER

You can secure an excellent Service Trailer on "New Brooms" from National Screen Service, Inc. Branch offices listed in price schedule, page 7.





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Four-column Newspaper Advertisement 4A



BESSIE LOVE, NEIL HAMILTON AND PHYLLIS HAVER IN WILLIAM DE MILLE'S PRODUCTION "NEW BROOMS" A PARAMOUNT PICTURE

Three-column Production Mat 3P

### TRAILER

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One-column Teaser Ad 1T



# Get the Papers to Print These Stories

## ADVANCE

DON'T ALL ANSWER  
AT ONCE, PLEASE!

DOES the modern girl know how to manage a home?

William de Mille feels that this is such a vital question that he has taken "New Brooms," his new production for Paramount, as an excellent opportunity to show to the public that a modern girl has it all over the old-fashioned girl because she has learned the great value of being efficient.

Bessie Love plays the role of a clever, dainty girl who can manage servants, run a home and keep the entire family happy. She is a conclusive reason for believing that the day has arrived when milady realizes the vast importance of running her house as capably as her husband runs his business.

The featured players in "New Brooms" are Bessie Love, Neil Hamilton and Phyllis Haver and Clara Beranger wrote the screen play from Frank Craven's New York stage success of the same name. Prominent in the supporting cast of the production are Robert McWade who has the same role in the picture as he did in the stage hit—that of the grouchy father; Fred Walton, Josephine Crowell, Larry Steers and James Neill.

### No Doubt She Was Looking Forward to a "Rainy Day"

She breaks off her engagement but pockets the ring.

Phyllis Haver in "New Brooms" does this little trick, and by so doing brings to mind the startling fact that the girl of today, in regard to her romances, has stepped along a bit.

In the lavender and old lace days, when things were lilac perfumed,

when a lovely young girl broke on her engagement she returned not only her fiancé's ring but also his letters. Each little memento of their love which had died, was packed up and sent back to the heart-broken swain.

Today it is another story. Many a girl would feel as though a breach of etiquette had been made if she even thought about returning her solitaire. So she is socially correct, according to her hand-made standard, and gets a collection of lovely stones. A young man should have it put in writing if he wants it back.

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**BESSIE LOVE**  
**NEIL HAMILTON**  
**PHYLLIS HAVER**  
A Paramount Picture



**SWEEP** with laughs from start to finish—"New Brooms" wins the comedy sweepstakes!

From the play by  
**FRANK CRAVEN**

## "New Brooms" Comedy of American Home

Bessie Love, Neil Hamilton, Phyllis Haver Featured in  
Newest William de Mille Production for  
Paramount Coming to the Rialto

**NEW BROOMS**, a William de Mille-Paramount production which comes to the.....Theatre for a run of....days on.....next, concerns, principally, a care-worn father and a lively, care-free son whose ideas of managing the old gent's broom factory are different.

The son, played by Neil Hamilton, featured with Bessie Love and Phyllis Haver in the production, thinks he could increase the business by using his theory of generosity and smiles, but the father insists sternness and frowns are sometimes necessary to keep things on a paying basis.

The argument ends with the father's turning over the factory to the son for one year, also the management and responsibility of the home, the father taking only his freedom and the same allowance his son received while at college.

Rest from work and responsibility causes the father to grow genial and younger, while the son becomes more grouchy than the father ever was as business problems begin to heap up before him and people take advantage of his smiles and generosity.

At the end of the trial year the son ruefully admits that he is not a success and humbly accepts the offered help of the father, who admits that the boy has done one thing he had never been able to do—lowered his income tax.

Interwoven into the above plot are two interesting love stories of the kind that Mr. de Mille does so well.

Paramount claims that William de Mille has pitched this one in a higher,

clearer key than any of his previous pictures. It is said to sparkle with humor and wit and is guaranteed to send audiences home with a glow, with a feeling that life is really an agreeable thing after all and that we are only the ones who upset it in any way.

Among the big names in the strong supporting cast are Robert McWade, who, as the father, has the same role in the picture as he did in the stage play; Fred Walton, Josephine Crowell, Larry Steers and James Neill.

### Neil Hamilton College Boy in "New Brooms"

"Neil Hamilton will give every young man who sees him in 'New Brooms' a distinct shock," says William de Mille, noted author-producer-director.

It's because Hamilton portrays in this new de Mille picture the typical youth of today, carefree and extremely thoughtless.

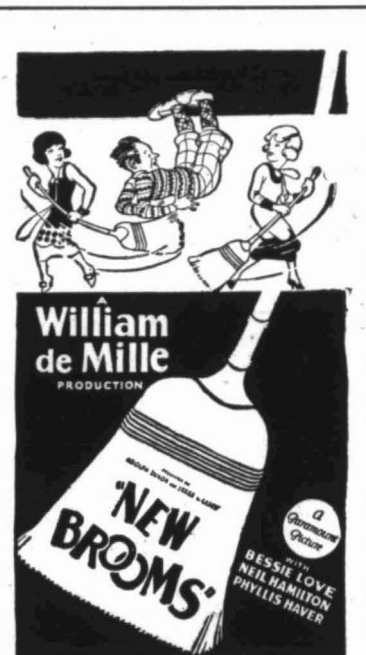
"How many boys stop to think of the sacrifices their dads made to put them through college?" asks de Mille.

"How many of these indulged youths of today realize the dreams their fathers have been having about their careers when they 'come back home' from college?"

"Not many and so in this light comedy Neil Hamilton has done many things. He has portrayed in the early portion a characteristic college boy, bubbling over with good spirits, cigarette smoke and bills. His dad is an after-thought. Pleasure is the thing of the moment....but the most important thing."

This cocksure young man is given a sudden jolt by his clever dad who sees what his boy is headed for. The way in which Neil "Pays the price" is very droll, very human and while there are plenty of laughs, there are many queer feelings around one's conscience as he sees it.

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**NEW BROOMS**  
will dust the cobwebs from your funny bone. And make you laugh as you've never laughed before.

From the sweeping stage success by **FRANK CRAVEN**.

Screen play by **CLARA BERANGER**.

One-column Press Ad 1AX

### "New Brooms" Brings Stage Star to Screen

Another new face has come into pictures.

Robert McWade, the famous stage actor, who has been playing in New York for many years, has joined the ranks of filmdom.

William de Mille signed him for his new Paramount production, "New Brooms," the play which Frank Craven wrote and which Clara Beranger has adapted to the screen.

Mr. McWade had not been in Los Angeles for twenty years.

"Then there was no Hollywood," he said. "As I remember, this part of the city was mostly one field of mustard stalks after another. Pasadena was the place everyone was talking about then."

"I am very happy to be back and to be making a picture. However, I don't know any of the terms, the technical expressions which are used in connection with pictures. I don't even know anything about picture make-up."

Robert McWade is one of the most beloved types of men, almost shy and yet with a great deal of charm. He knew 'Bill' de Mille years ago

## STORIES

Short Paragraphs for  
Your Theatre Programs

(Simply add play dates. Write your own catch heads)

A "BESSIE Love Song" is the latest.

During the making of William de Mille's picture, "New Brooms," the musicians used an exquisite refrain in nearly all of the scenes.

Seymour Burns, the brilliant young pianist, composed this piece of music and dedicated it to Bessie Love, playing a featured role in the picture.

The entire company liked it so much they were all humming or whistling it.

So if you hear a haunting little melody which rather tugs at the old heart-strings—it is quite likely to be the new "Bessie Love Song." For that is what the de Mille company named it.

Early colonial is the house and furniture in William de Mille's latest picture "New Brooms."

Down to the smallest object each detail is perfectly correct, even to the rare old prints on the walls.

Wilfred Buckland and his assistant, Edward Jewell, design all of the sets for the William de Mille productions.

The gay soldier character and dance was originated by Fred Walton who is an interesting character actor appearing in the William de Mille production, "New Brooms."

Mr. Walton made the remark: "I can't remember when I wasn't on the stage—I can't remember when I didn't know how to dance."

Walton plays the part of Williams, the butler, in "New Brooms."

The featured players are Bessie Love, Neil Hamilton and Phyllis Haver.

Another traffic accident in Hollywood found Bessie Love and Phyllis Haver admitting they were entirely to blame!

En route back from William de Mille's "New Brooms" location in Beverly Hills, the diminutive Bessie Love was showing Phyllis Haver how to "Charleston."

They were standing up in the back of the limousine hanging on to the robe rail doing the different steps when crash bang, the car stopped. They were pitched into the glass window and all because a fascinated motorist had been watching the girls do "their stuff" instead of watching his driving.

Which resulted in his landing up on a sidewalk on speaking terms with a telegraph pole.

Pandemonium reigned for a few minutes. No one was hurt, but both Phyllis and Bessie will "mark time" in a safer place in the future.

"My favorite exercise is playing the ukelele," admitted the diminutive Bessie Love, with animation. "Besides this, I adore to dance and to swim."

"The only reason I like to do these three things is because they are fun, fun," she laughed, and well she might, because no one works more zealously than Miss Love when she starts, and she plays with the same amount of enthusiasm.

Bessie Love's latest is William de Mille's production for Paramount "New Brooms." Neil Hamilton and Phyllis Haver are also featured.

The continuity is by Clara Beranger, who writes all of the scripts for William de Mille, from the Broadway stage hit of the same name by Frank Craven.

ANYTHING IN THIS



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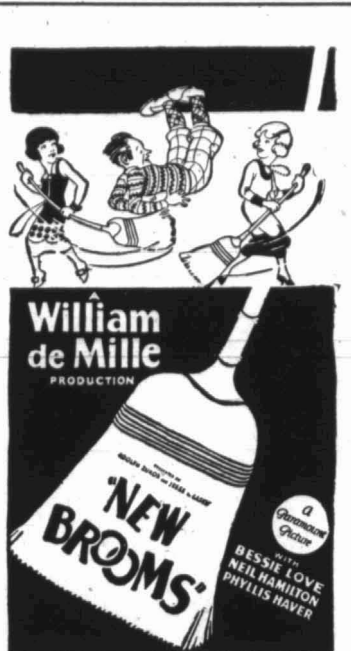
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Phyllis Haver completes the trio of players featured in the production, which will be shown at the ..... Theatre on ..... Clara Beranger wrote the screen play.



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"I am very happy to be back and to be making a picture. However, I don't know any of the terms, the technical expressions which are used in connection with pictures. I don't even know anything about picture make-up."

Robert McWade is one of the most beloved types of men, almost shy and yet with a great deal of charm. He knew 'Bill' de Mille years ago when they were all with David Belasco.

Bessie Love, Neil Hamilton and Phyllis Haver are featured in the principal roles in the picture which opens on ..... at the ..... Theatre.

## Short Paragraphs for Your Theatre Programs

(Simply add play dates. Write your own catch heads)

A "BESSIE Love Song" is the latest.

During the making of William de Mille's picture, "New Brooms," the musicians used an exquisite refrain in nearly all of the scenes.

Seymour Burns, the brilliant young pianist, composed this piece of music and dedicated it to Bessie Love, playing a featured role in the picture.

The entire company liked it so much they were all humming or whistling it.

So if you hear a haunting little melody which rath tugs at the old heart-strings—it is quite likely to be the new "Bessie Love Song." For that is what the de Mille company named it.

Early colonial is the house and furniture in William de Mille's latest picture "New Brooms."

Down to the smallest object each detail is perfectly correct, even to the rare old prints on the walls.

Wilfred Buckland and his assistant, Edward Jewell, design all of the sets for the William de Mille productions.

The gay soldier character and dance was originated by Fred Walton who is an interesting character actor appearing in the William de Mille production, "New Brooms."

Mr. Walton made the remark: "I can't remember when I wasn't on the stage—I can't remember when I didn't know how to dance."

Walton plays the part of Williams, the butler, in "New Brooms." The featured players are Bessie Love, Neil Hamilton and Phyllis Haver.

Another traffic accident in Hollywood found Bessie Love and Phyllis Haver admitting they were entirely to blame!

En route back from William de Mille's "New Brooms" location in Beverly Hills, the diminutive Bessie Love was showing Phyllis Haver how to "Charleston."

They were standing up in the back of the limousine hanging on to the robe rail doing the different steps when crash bang, the car stopped. They were pitched into the glass window and all because a fascinated motorist had been watching the girls do "their stuff" instead of watching his driving.

Which resulted in his landing up on a sidewalk on speaking terms with a telegraph pole.

Pandemonium reigned for a few minutes. No one was hurt, but both Phyllis and Bessie will "mark time" in a safer place in the future.

"My favorite exercise is playing the ukelele," admitted the diminutive Bessie Love, with animation. "Besides this, I adore to dance and to swim."

"The only reason I like to do these three things is because they are fun, fun," she laughed, and well she might, because no one works more zealously than Miss Love when she starts, and she plays with the same amount of enthusiasm.

Bessie Love's latest is William de Mille's production for Paramount "New Brooms." Neil Hamilton and Phyllis Haver are also featured.

The continuity is by Clara Beranger, who writes all of the scripts for William de Mille, from the Broadway stage hit of the same name by Frank Craven.

ANYTHING IN THIS

PRESS SHEET

MAY BE REPRINTED



# Put This Picture Over With Publicity

## SPECIALS

### Reason for Small Casts In Wm. de Mille Films

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"Drama is always of the individual. Crowds become an epic."

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Bessie Love wrinkled up her miniature nose and giggled delightfully as only she can do. "The chef at the Ambassador hotel broils them for me when I have dinner parties. And I do have a lot of people over all the time so it keeps Daddy busy sending them down to mother and me."

Besides petting the baby calves, counting the chickens and riding around the country on her horses, this is the way Bessie 'roughs it' out West.

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Clara Beranger adapted this play of Frank Craven's to the screen. The other featured players are Phyllis Haver and Neil Hamilton. Robert McWade, Fred Walton, Josephine Crowell, Larry Steers and James Neill have prominent supporting roles.

## HOW I LOST MY JOB AS A CIGAR CLERK

by Neil Hamilton

(Neil Hamilton, D. W. Griffith "find," in the last year has had a meteoric rise. His most recent part is the featured male lead in the William de Mille's latest production for Paramount, "New Brooms," which opens at the... Theatre on...)

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I was desperate. My ambitions, the girl I loved, all seemed to be beyond human reach. It was right here I decided to go up or crash, but to do it quickly.

The blessed girl lent me enough money to get to Boston, when a chance offered itself there and I played several weeks. Things looked very promising, I married HER, she came and we were married.

A week later I got a notice saying the show was going to close. My engagement was at an end and that meant no job and the worst of it was... a brand new bride.

Then someone suggested I go and try out for a part with D. W. Griffith. I had the test made to play in "The White Rose." William Collier, Jr., did too at the same time, and on the way back from the studio Collier said, "I don't think either one of us got that part, Hamilton."

Be that as it may I did get it a few days later. It was the happiest day of my life when I told my wife. That was my starting point. I signed a contract. I had the great privilege of working under Griffith, whom I consider the most wonderful man I have ever known. I really worship him. He is so big, so gentle and a man with such a kindly vision.

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Phyllis Haver, who completes the trio of players featured in the production, is a mercenary blond engaged to Hamilton at the beginning of the story.

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Robert McWade, as the father, also appeared in the same role on the stage. Fred Walton, Josephine Crowell, Larry Steers and James Neill complete the cast.

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The diminutive Bessie Love says this with an assurance which tends to make one believe her.

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Window Card..... .07  
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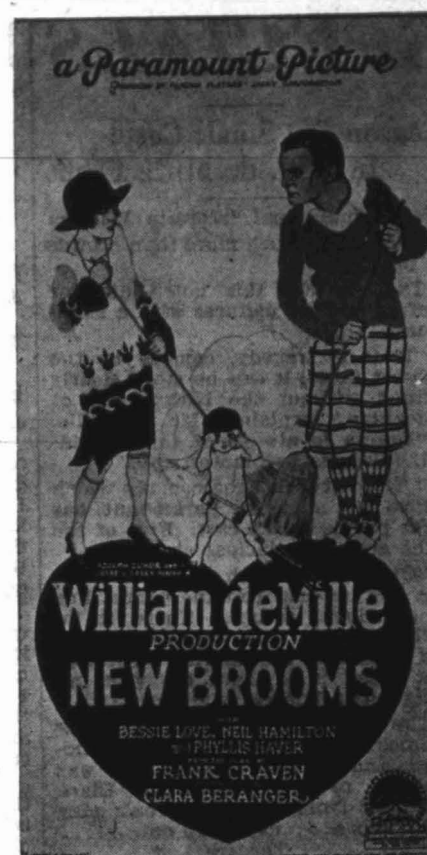
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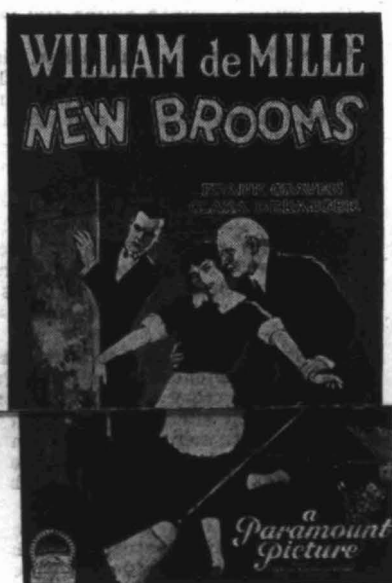
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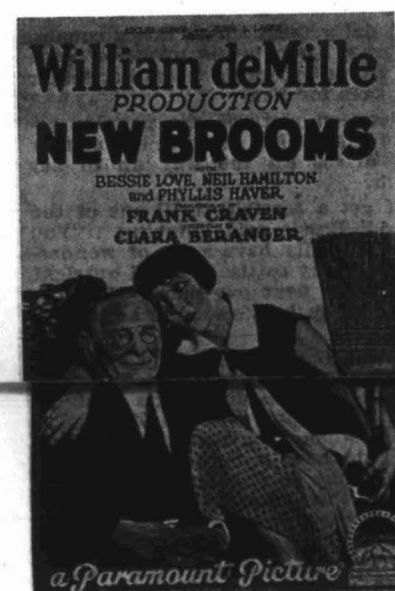
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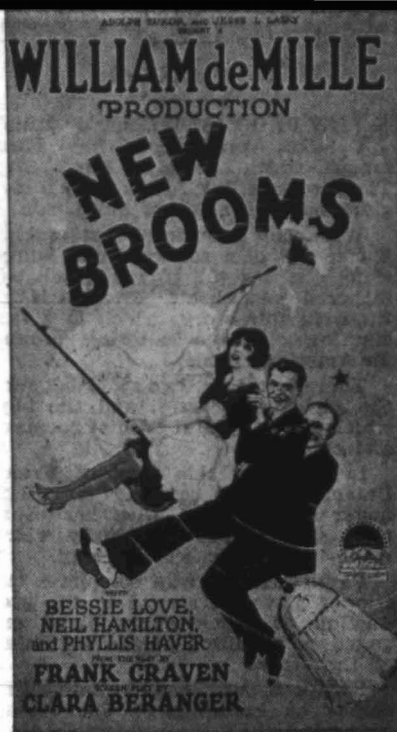
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Don't keep the pictures you run a secret. There's cash in the flash of peppy Paramount paper!

Put the picture over the top by putting posters over the town. Here are real business-getters!



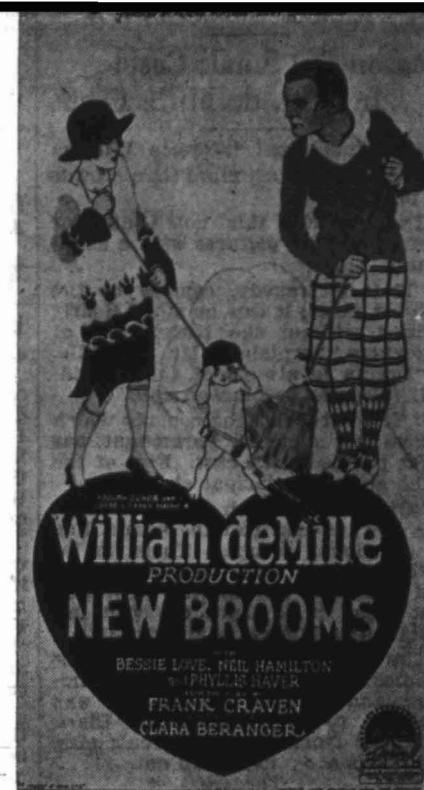




Three Sheet Poster 3A



Six Sheet Poster 6A



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One Sheet Poster 1A



Two-column Press Advertisement 2A



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